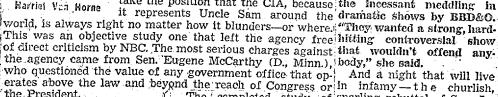


By HARRIET VAN HORNE

TWAS LIKE old times this week—the good, turp—But BBD&O has long been ulent old times when TV had daring and thrust noted for its rigid, right of T WAS LIKE old times this week—the good, turb-reight react with surprise. to hear that a timorous sponsor had withdrawn, center policies. During the at the last moment, from Tuesday evening's bold document days of blacklisting, when "The Science of Spying."

> Agency received first-rate notices and sulting Red channels and the it is to be hoped that NBC will under scurrilous bulletin known as score its faith in its own product by re-AWARE (later the loser in peating the show.

> Critics may have been unusually by John Henry Faulk) responsive to "The Science of Spying." BBD&O was the agency It marked the return of NBC to the most ready to sanction these. production of honest documentaries, abuses. pertinent to our times and throwing a At one of the Congression-bold, steady beam on certain "dark al hearings on TV program areas" of contemporary politics.



the President. Perhaps most damning of all, to a thoughtful viewer, were the appraisals of the CIA's work by its former chief, Allen Dulles, and one of his deputies, Richard Bissell. This was in the tradition of all honest documen-

Let each man speak his piece goes the rationale. And. if he points a dagger at his own breast, very well, it's his hand holding the dagger. By permitting all parties to state their arguments, television leaves the ultimate value judgments to the audience. It's right and proper,

Inc., decided that the hour his cheap—and futile—counwas too controversial for the terattack on Murrow. B. F. Goodrich Co. (One wonshowing.)

this process. One can only terests of the United States Well, we may take hear wish that NBC had followed government. NBC said it from one single fact: the

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bility for the program's edi-? torial judgments. But BBD&O picked up its, tires and went home.

Were this almost any othler ad agency, an observer . no TV director dared assem-This hour-long examination of the Central Intelligence hle a program without cona \$3,500,000 libel suit brought

> practices, a producer named "The Science of Spying" did not Audrey Gellen testified to take the position that the CIA, because the incessant meddling in it represents Uncle Sam around the dramatic shows by BBD&O.

> > The completed study of snarling rebuttal of Sen. Jo-the CIA was shown to the seph McCarthy to the late sponsor's representatives on Ed Murrow's candid apthe eve of the show. The rep-praisal of him - reportedly resentatives, the famous owed much to BBD&O. It agency known as Batten, was Joe's friends at that Barton, Durstine & Osborn, agency who assisted him in

> > When Rod Serling wrote a ders if the people who make powerful drama for the U.S. the vital decisions at Good. Steel Hour, based on the farich would have thought so, mous Emmett Till lynching had they all attended—with A BBD&O man insisted that open minds—a preview the locale of the story bemoved to New England and Assuming its customary the lynching omitted! Acplous stance, BBD&O pro-cording to Serling, nothing nounced "The Science of Spy- was left but lifeless characing" detrimental to the in iters "mouthing platitudes."

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